

Bimo (Biscuiterie Industrielle du Moghreb) in Packaged Food (Morocco)

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Abstracts

Bimo has existed in the Moroccan market for a very long time. The company is aiming to maintain its successful product diversification strategy, along with strong distribution all across the country. Bimo offers a large number of well-recognised brands, such as Tagger, Golden and Merendina, which are sold at very cheap prices, and therefore allow low- and middle-income consumers to spend some of their budget on impulse and indulgence products.

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